



From Forecasting Blindspot to Total Visibility

The Company:

This Fortune 500 company is a leader in the collection and analysis of consumer purchase and behavior data, providing valuable information about their client's marketing strategies, product development and content creation.

The Challenges:

Even though they were a data powerhouse for their clients, ironically the company faced a blind spot in its own internal sales forecasting. While they meticulously tracked booked revenue, often contracted years in advance, they used very broad – and often, very inaccurate – forecasting methods for predicting new revenue throughout the year. Usually not a major problem when sales are always pointing up and to the right, but any wobble in market conditions could prove disastrous. Enter Jump Turn Data Solutions.

The Solutions:

Instead of the generic top down approach most companies apply, where upper management makes broad assumptions based only on history (and gut?), Jump Turn implemented a bottom up approach:

- Each account manager was responsible for making quarterly estimates for each product line and sales channel they sold
- Plus, the AMs had to back up their estimates with historical evidence, creating a kind of total addressable market figure
- Jump Turn also utilized the Salesforce forecasting tools they already had
- Key Point: Kept everything integrated in their preexisting CRM, instead of introducing a whole new system, which increased FTE adherence

The Results:

Upper management synthesized their manager's estimates into channel and product forecasts, which were reviewed and revised throughout the year. And now the company goes forward into ANY month, quarter, year prepared for any eventuality. Resource allocation plans, either up or down, are confidently orchestrated at any point in the year. More importantly, each division proactively communicates with upper management for any news well in advance. And sales management applies account based marketing strategies to make an impact and adapt during the year.